

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - Visual media retainer fee - Sanction of Rs.4,49,440/- (Rupees Four Lakhs Forty Nine Thousand Four Hundred and Forty Only) - Orders - Issued.

=====

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 683

Dated 04-09-2013.

Read the following:-

1. G.O.Rt.No.496, YAT & C (PMU) Department, Dated 25-06-2013 read with G.O.Rt.No.555, YAT & C (PMU) Department, Dated 15-07-2013.
2. M/s. JWT Mindset Advertising Private Limited, Hyderabad, Letter Dated: 28-06-2013 & 12-07-2013.

* * *

ORDER:

In the reference 1st read above, orders were issued duly empanelling 2 agencies viz., M/s. Adfactors Advertising, Mumbai & M/s. JWT Mindset Advertising Private Limited, Mumbai for undertaking National & International Media Campaigns through print, electronic, outdoor and online for 'A.P. Tourism' in key source markets in India and Abroad w.e.f. 23-05-2013 with an amount of Rs.93,25,880/- & Rs.77,52,840/- including of all taxes respectively. M/s. JWT Mindset Advertising Private Limited, Mumbai is assigned with following works:

S.No.	Activity & Scope of Work	Professional Fees INR./Annum
1.	Creative Retainer: Photo & Image Sourcing, Preparation of Creatives, Artworks & Content for various Media.	Rs.24,00,000/-
2.	Print Media Retainer: Content for Print Media, ATL & Other Media Space Buying and Release of Ads.	Rs.21,00,000/-
3.	Visual Media Retainer: Visual Media Creatives and Films / Content for TVC.	Rs.24,00,000/-
TOTAL		Rs.69,00,000/-
4.	Service Tax @ 12.36%	Rs.8,52,840/-
Grand Total		Rs.77,52,840/-

2. In the reference 2nd read above, M/s. JWT Mindset Advertising Private Limited, Mumbai has submitted bills for an amount of Rs.4,49,440/- (Rs.2,24,720/- per month) towards visual media retainer fee for the months of June & July, 2013 (2 months) and requested to release the payment.

3. Government, after careful examination of the matter, hereby sanction an amount of Rs.4,49,440/- (Rupees Four Lakhs Forty Nine Thousand Four Hundred and Forty Only) to M/s.JWT Mindset Advertising Private Limited, Mumbai towards visual media retainer fee for the months of June & July, 2013.

4. The amount sanctioned at para-3 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 13- Tourism PMU, 260-Advertisements, sales and publicity Expenses”.

p.t.o

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-3 above and disburse the same to M/s. JWT Mindset Advertising Private Limited, Mumbai through online. The following are bank account details:

Bank Name	:	The Hongkong Shanghai Banking Corporation Limited
Bank Brach	:	Somajiguda
Bank Account No.	:	0823 0358 7001
IFSC Code	:	HSBC 0500 002

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department,
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
M/s. JWT Mindset Advertising Private Limited, Peninsula Chambers, 3rd floor,
G.K.Marg, Lower Parel, Mumbai - 400 013.
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER